





# When Your TV Set "Needs a Friend"

When you purchased your television set, you made a substantial investment in home entertainment, and you rightly expect it to provide this entertainment dependably and clearly.

But even with the best construction and the keenest inspection, something beyond the control of the manufacturer can happen to mar the picture, dull the sound or interfere generally with the reception of your television set.

At such a time, you experience that lost and empty feeling.
You may not know—nor could you be expected to know—what is wrong. Suddenly, your easy-to-operate instrument fails to respond to your touch and you feel helpless in the face of a great mystery, for television is truly a mystery to all but those who have spent years studying it.

That is when you need a television technician who knows how to go about diagnosing the trouble and effecting a cure.

# an Urgent need Creates

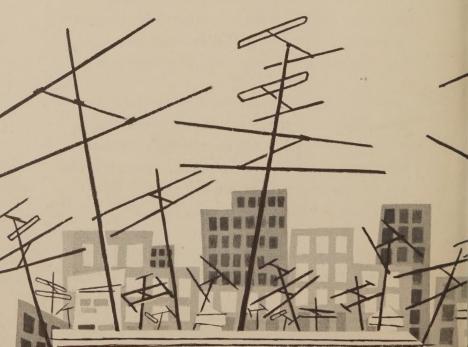
And—unless you have had previous experience—that will introduce you to a member of a new group of experts—the television technician.

What sort of man is he? Is he dependable? What knowledge does he possess? On what does he base his service charges?

Let us study him a bit. His history is brief in the television field.

Six years ago there were only a few thousand television sets in the country. Today there are more than twenty million. Then, there were only a few trained TV technicians. Now there are, in this country, over fifty thousand trained and qualified technicians capable of installing and maintaining television sets.

This great army of television technicians, many of whom



## a Great New Business

have been recruited from the radio field, has been developed and trained to meet, responsibly and skillfully, the highly specialized needs of television.

It is difficult and exacting business to become a television technician. Television is the most complex instrument you are apt to find in your home. A television set, for example, has several times as many parts as a radio set; it involves eye response as well as ear response;

and therefore, has many complex electronic circuits.

The properly trained television technician must possess a thorough understanding of television. Not only must he be familiar with previous models, but he must keep pace with all the latest advances in television design. In fact, he never ceases to "go to school." His work requires constant study, factory clinics and refresher courses.





The actual cost of all this schooling cannot be computed in terms of money outlay — considerable as that is—for it also includes an investment of months and years of precious time.

In addition, the investment in servicing equipment and tools is seldom less than \$3,000—and, depending on the size of business, may run to tens of thousands of dollars, when you consider such items as service truck, ladders, tools, testing apparatus, bench equipment for major shop repairs, and other facilities needed to do a complete job.

So, when you call upon a service dealer to adjust or re-

pair your television set, the technician who calls will bring to the job his years of training, his working tools, and his time. He will probably arrive in a fully equipped truck containing a sizeable emergency stock of parts and tubes to avoid unnecessary delays and call-backs. And certainly you are entitled to the service of one who is qualified, not only by experience, but also by character, education, and natural ability to be called a television expert.

Naturally, all of these costs are represented in his charges. But even so, he should save you both time and money because he knows his business and has the equipment and facilities to do the job in the best possible way.

And just as that little black bag is the mark of the doctor, so does the tool kit symbolize the service technician. The man carrying it is a trained, able and substantial citizen called upon to restore to usefulness one of the most complicated and mysterious devices created by the mind of man. He is an integral part of the nation's television system, the man to install as well as maintain your television set. A man, in brief, well worth knowing, deserving your full respect and confidence. He may be trusted to serve you competently and promptly and at a fair and reasonable cost.

However, just as you yourself can develop a cold, after just having your appendix removed...or your car can lose its brake fluid immediately after a thorough overhaul, so, too, may your television set develop an entirely different trouble soon after the "attending" technician has accurately "diagnosed" and repaired the original defect—despite all his technical prowess and "know-how."

It is possible that you may have heard or read about some unfortunate experience with a so-called television serviceman. If so, please remember that television, like any other rapidly expanding industry, has been subject to growing pains. A certain few have tried to enter the field of television service without the necessary qualifications. But this is no business for the careless, and dishonest, and the incompetent. They inevitably will fall by the wayside.



#### When Pictures "ain't"

Due to factory inspection methods, television failure is not usually caused by faulty parts or manufacturing. Most manufacturers guarantee parts and tubes for a specified time.

However, parts and tubes do wear out and faulty reception may also be caused by forces outside the set itself, such as location, the presence of disturbing electrical equipment, faulty antenna, etc. In addition, the set may get out of adjustment due to tampering on the part of children or other unskilled persons.



"Disturbing" Forces Outside The Set

Even the best constructed television sets does, in time, fail to perform satisfactorily. It is then that the urge comes to "do something." And that "something" is to call in a television technician.



#### Don't Take Chances!

It is almost impossible to over-emphasize the importance of having a competent technician work on your television set. Failure to do so is not only a waste of money, as eventually you would have to call in a qualified person in any case, but it may cause irreparable damage to your set.

Tampering with a television set can also be a personal hazard. Danger of shock from high voltages may be present in your set even after the set is turned off and disconnected.

The picture tube in your set has been evacuated of air; thus, a tremendous pressure is exerted on the outside of the glass. Handling of this tube by an unskilled person could result in



"implosion" of the tube, which would cause the glass to shatter and fly in all directions. So, don't take unnecessary chances . . . call a qualified technician.

Then, too, modern television sets are complicated almost beyond belief. The average TV set has more than 20 electron tubes, over 1,000 components, and several thousand connections. And all must function properly.

You can readily see this is no place for the home "tinkerer."





He has studied electronics for years



He attends refresher courses

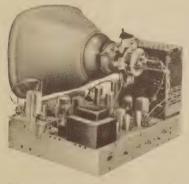
A reliable, established service technician or service organization will have, in addition to training and skill, the tools, truck, and other equipment necessary for a complete job; perhaps a warehouse for parts, a shop for bulky electronic testing equipment (where sets can be brought when they cannot be repaired in the home) as well as an office, and garage space for the service truck. In brief, it is a business establishment with a fixed location, fixed responsibility, and facilities for doing what has to be done to properly repair your set.

With his reputation and source of income at stake; with his entire future wrapped up in his business, you can easily understand why the modern television technician has everything to gain by making you his satisfied customer . . . and everything to lose by overcharging you or doing a bad job.

Just as most people have a "family" doctor, it's a good idea to patronize one competent neighborhood service technician who will see that you get full television enjoyment.

#### A Word To Television Owners

When you compare the cost of having trained and responsible experts to keep your television set in proper operating condition with the hundreds of hours of television enjoyment you receive all through the year, you will realize what a bargain you are getting.



Your television set is one of the wonders of the age. It translates distant scenes and actions into electronic waves and re-assembles them in your living room so that it becomes a window to all the world... the living voice and picture of today. Little wonder this most complex of all the instruments in your home requires the periodic attention of a skilled expert.



He has an office and phone



He probably arrives in a service truck



He carries a complete assortment of tubes

#### Heris What Goes Into The Bill For The

Good service doesn't "just happen"! Operating a dependable service business requires organization, competent management, and a substantial capital investment. So don't judge service charges solely by the time the service technician spends in your home. When that expert knocks on your door, many costs have been incurred just to get him there, ready to do the job. Here are some of them:



BASIC EDUCATION



OFFICE RENT



OFFICE EQUIPMENT



ELECTRONIC COURSES UP TO 4 YEARS



GARAGE RENT



STATIONERY AND OFFICE SUPPLIES



PERIODIC LECTURE AND REFRESHER COURSES



WARFHOUSE AND SHOP RENT



LIGHT, HEAT, PHONE

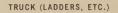
## Services Of a Qualified Television Technician

It all adds up to an important investment by the service man to give you the assurance of perfect television enjoyment.













STOCK OF TOP-QUALITY TUBES AND PARTS





TIME ON JOB



**EXCHANGING PARTS** INCLUDED IN WARRANTY



TRAVEL TIME



TAXES — INCOME, PROPERTY, BUSINESS SOCIAL SECURITY, UNEMPLOYMENT COMPENSATION







OFFICE AND SHOP PERSONNEL



INSURANCE — TRUCKS, LIABILITY, FIRE, THEFT, PROPERTY, WORKMEN'S COMPENSATION, ETC.

# How To avoid Unnecessary Calls

- Read the instructions that came with your set...make sure you understand how to operate it properly.
- Don't tamper with the screw-adjustments on the back of your set. Chances are they were put there for use by your service dealer only.
- Don't locate your TV set near a radiator or other source of heat, or close to a window which is frequently open.

#### Make These Simple Checks Before Calling For Service

- Is the set turned on?
- Is the set plugged in?
- Is the house fuse o.k.?
- Are the front-panel controls adjusted properly?
- Is the local television station actually broadcasting on the channel your set is turned to now?



#### GET "TEAM WORK" FROM YOUR SET

When your TV set requires new tubes — insist on RCA — "The Finest Tubes Money Can Buy"

The performance of your television receiver depends upon the quality of the small receiving tubes as well as the larger picture tube. That's why it pays to ask your service-technician to install RCA Tubes — "The Finest Tubes Money Can Buy". RCA Tubes are known the world over for superior quality, and are designed to give you the best performance your set is capable of delivering.

#### When It's Time To Replace your Picture Tube

Choose wisely — select an RCA Picture Tube for your TV set. There's an RCA Picture Tube for virtually every type of TV set, regardless of make or model. For long-life and matchless performance — get an RCA Picture Tube — and enjoy the "Picture of Quality".

# On Important Message From Your Serviceman

It is to our mutual advantage and benefit that you not only understand the operation of your television receiver, but that you understand our business!

With that thought foremost, we have presented this capsule report—a short trip in print into the complexities of your TV set...and the complicated technical and business enterprise involved in adequately servicing such an instrument.

Your Friendly Radio-TV Service Technician

